

## Message Text

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60

ORIGIN ARA-20

INFO OCT-01 ADP-00 COME-00 EB-11 PA-03 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 AID-20 SS-15 NSC-10 SCI-06 /112 R

DRAFTED BY ARA/RIT:EMCOHEN:JD

7/31/73 EXT 22345

APPROVED BY ARA:JBKUBISCH

ARA/ECP:JTROGERS

COMMERCE/OIM:RMCCAULEY (SUBSTANCE)

----- 111710

R 011831Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

AMEMBASSY BRASILIA

AMEMBASSY CARACAS

AMEMBASSY LIMA

INFO AMEMBASSY MEXICO

AMCONSUL RIO DE JANEIRO

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E.O. 11652: N/A

TAGS: BRPO; SCUL; BR; CO; MX; PE; VE

TO CHIEFS OF MISSION

SUBJECT: HOST COUNTRIES' PARTICIPATION IN EXPO '74

REF: STATE A-5774, JULY 6, 1973

1. ARA BUREAU FULLY SUPPORTS EFFORTS BEING MADE BY U.S. DEPT. OF COMMERCE TO HAVE ADDRESSEES' HOST COUNTRIES PARTICIPATE IN EXPO '74. TO FACILITATE THEIR PARTICIPATION, ORGANIZERS OF EXPO '74 HAVE AGREED TO DE-EMPHASIZE ECOLOGICAL THEME (WHICH WE REALIZE IS NOT ATTRACTIVE TO MOST LATIN AMERICAN OFFICIALS) AND TO PERMIT EACH PARTICIPATING COUNTRY TO PROMOTE ITS COMMERCIAL AND TOURISTIC INTERESTS.

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AS A MAJOR WORLD'S FAIR - PERHAPS THE ONLY ONE TO BE HELD

IN UNITED STATES IN THIS DECADE - EXPO '74 THUS OFFERS THESE COUNTRIES AN EXTRAORDINARY OPPORTUNITY TO ADVERTISE THEIR EXPORT PRODUCTS AND TOURISTIC ATTRACTIONS. ATTENDANCE AT EXPO '74 IS EXPECTED TO REACH FOUR MILLION, DRAWN FROM ALL PARTS OF U.S. AND LARGELY FROM WESTERN STATES WHICH HOLD GREAT POTENTIAL FOR LATIN AMERICAN BUSINESS.

2. IN PART, USG'S EFFORTS TO ENCOURAGE THESE COUNTRIES TO PARTICIPATE ARE DICTATED BY DESIRE TO HAVE BROADEST POSSIBLE FOREIGN PARTICIPATION SO THAT EXPO '74 WILL TRULY BE A WORLD'S FAIR. BUT THESE EFFORTS ARE ALSO DICTATED BY OUR COMMITMENT, UNDER PRESIDENT NIXON'S POLICY STATEMENT OF OCTOBER 31, 1969, TO ASSIST THE COUNTRIES OF LATIN AMERICA TO INCREASE THEIR EARNINGS FROM EXPORTS AND TOURISM.

3. IN PAST FEW DAYS STATE OFFICERS HAVE ARRANGED INDIVIDUAL MEETINGS BETWEEN COMMERCE UNDER SECRETARY, JOHN K. TABOR, AND AMBASSADOR FROM EACH ADDRESSEE HOST COUNTRY TO DISCUSS EXPO '74. MEETINGS HAVE NOW BEEN HELD, EXCEPT MEETING WITH VENEZUELAN CHARGE WHICH IS SCHEDULED LATER THIS WEEK. IN EACH CASE SO FAR, RESPECTIVE AMBASSADOR HAS AGREED TO RECOMMEND TO HIS GOVERNMENT THAT DECISION BE MADE TO PARTICIPATE. BRAZILIAN AND PERUVIAN AMBASSADORS MOREOVER SUPPLIED LIST OF NAMES OF KEY RELEVANT OFFICIALS IN THEIR GOVERNMENTS, WHILE COLOMBIAN AMBASSADOR UNDERTOOK TO SEEK FAVORABLE DECISION FROM KEY OFFICIALS STATIONED AT GOC "TRADE DEVELOPMENT BUREAU" IN NEW YORK.

4. BUREAU HOPES YOU WILL FOLLOW UP THESE MEETINGS WITH DISCUSSIONS, BY YOU OR APPROPRIATE EMBASSY OFFICERS, WITH THE HIGHEST-LEVEL APPROPRIATE OFFICIALS, INCLUDING THE FOLLOWING IN BRAZIL AND PERU:

BRAZIL - P. T. FLECHA DE LIMA, DIRECTOR OF DEPARTMENT OF COMMERCIAL PROMOTION, FOREIGN MINISTRY: M. V. PRATINI DE MORAES, MINISTER OF INDUSTRY AND COMMERCE: AND SR. PROTASIO, DIRECTOR OF TOURISM.

PERU - MANUEL YORI, DIRECTOR OF NATIONAL TOURISM  
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AGENCY: THOMAS UNGER, DIRECTOR-GENERAL OF TOURISM:  
AMBASSADOR GERBERDING-MELGAR, DIRECTOR OF CULTURAL AFFAIRS,  
FOREIGN MINISTRY: DRA. MARTA HILDEBRAND, DIRECTOR OF  
NATIONAL CULTURAL INSTITUTE: EMILIO BARATO, PRESIDENT OF  
COMMISSION FOR PROMOTION OF ARTS.

5. IN SOME CASES LATIN AMERICAN OFFICIALS HAVE INDICATED THAT THEIR DECISION ON PARTICIPATION IN EXPO '74 WILL TO

SOME EXTENT DEPEND ON WHETHER OR NOT MEXICO PARTICIPATES.

WE ARE MAKING AN ESPECIALLY INTENSIVE EFFORT TO PERSUADE GOM TO PARTICIPATE. AFTER MEETING BETWEEN COMMERCE UNDER SECRETARY TABOR AND MEXICAN AMBASSADOR LAST WEEK, AMBASSADOR SAID HE WOULD RECOMMEND PARTICIPATION TO HIS GOVERNMENT. IN ADDITION, OUR CHARGE IN MEXICO IS FOLLOWING UP WITH DISCUSSIONS WITH HIGH-LEVEL OFFICIALS THERE.

6. PLEASE REPORT SIGNIFICANT DEVELOPMENTS SOONEST. ROGERS

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